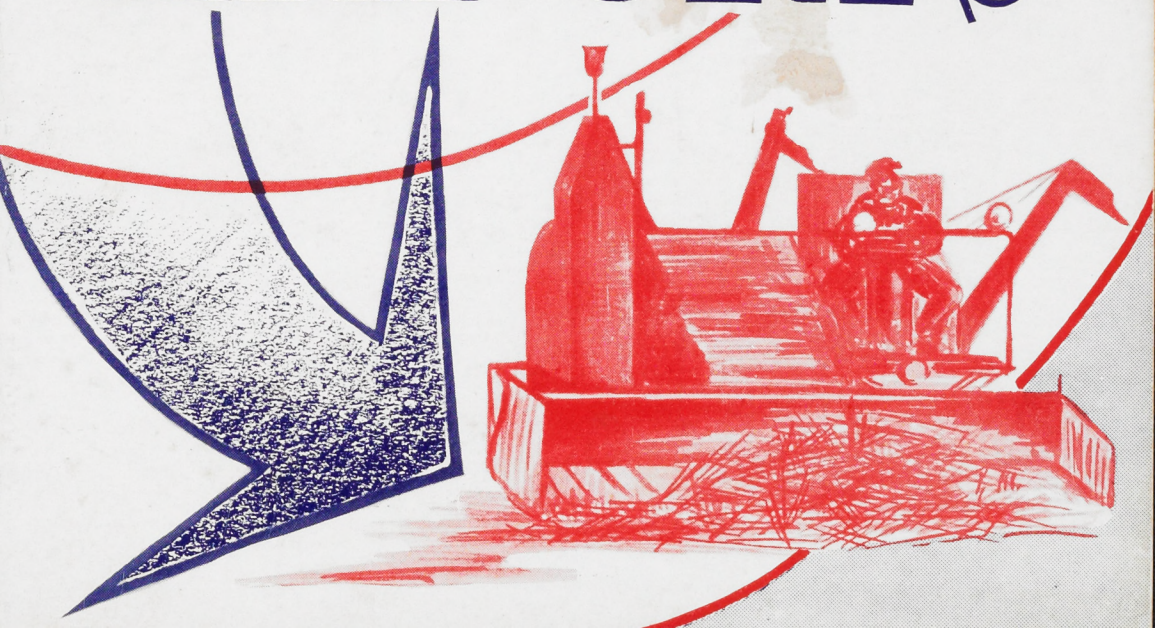


# IMPORTS pay for EXPORTS









*Please-*

\$25  
JA

**DON'T LAY  
ME ASIDE**

*Give Me  
a Chance...*

**To Tell You  
All About It**

*So...*

**DO READ ON!**



# CALLING YOU SIR

*Mr. Businessman!*

**RETAILER**

**WHOLESALE**

**DISTRIBUTOR**

**IMPORTER**

**EXPORTER**

*Do You Know*

**THAT** freight rates, and expenses incurred in handling-costs, and delays may amount to 20% of your net sales?

**THAT** to cover \$100 spent unnecessarily in freight and handling costs, you have to sell an extra \$3,000 worth of merchandise?

**THAT** buying transportation service is much like buying any other service or materials and that inefficient buying of this service wastes thousands of dollars for many companies each year?

**THAT** many sales departments are unaware that they waste thousands of traffic dollars?

**THAT** a changing traffic transportation situation demands changing methods?



*You Can*

*Make Those Savings*

**BY USING**

**THE**

**HUDSON BAY  
ROUTE**

**INTO**

**MANITOBA, SASKATCHEWAN,**

**ALBERTA, BRITISH COLUMBIA**

**and**

**THE NORTH-WEST TERRITORIES**

*How?*



*Because . . .*

## **THE HUDSON BAY ROUTE**

ELIMINATES MORE THAN ONE THOUSAND MILES  
FROM WESTERN CANADIAN POINTS TO THE  
ATLANTIC.

*and Because . . .*

CHURCHILL IS AN ATLANTIC PORT IN THE HEART  
OF WESTERN CANADA.

# **STOP!**

CHECK THE MAP ON PAGES 16 and 17  
AND THE MILEAGE TABLE AND SEE FOR YOURSELF

**1. THE MILES OF EXPENSIVE RAIL HAULAGE  
SAVED.**

**2. THE NEARNESS OF THIS PRAIRIE ATLANTIC  
PORT TO THE WESTERN CANADIAN MARKET.**

And you can realize what the Hudson Bay Route could mean to you  
in freight and handling-charge savings, in savings in time, and in the  
elimination of losses from several handlings.



# DISTANCE TABLE

From	To LIVERPOOL
<b>CHURCHILL</b> .....	2,936
Montreal—Via Belle Isle Strait.....	2,760
Via Cabot Strait.....	3,007
Halifax.....	2,490
Saint John, N.B. ....	2,756
Vancouver.....	8,547
New York.....	3,040

Distances from Principal Western Canadian Points to **Liverpool**:

From:	Via Montreal Great Lakes Route	Via Churchill	Saving
Regina.....	4,750	3,770	980
Saskatoon.....	4,878	3,750	1,128
Prince Albert.....	4,911	3,696	1,215
Moose Jaw.....	4,792	3,821	971
Winnipeg.....	4,393	3,913	480
Portage.....	4,449	3,859	590
Brandon.....	4,527	3,873	654
Calgary.....	5,226	4,150	1,076
Edmonton.....	5,224	4,073	1,151

The advantage gained by the shorter haul will be seen from the following figures, showing the distances from principal western Canadian points to Churchill as compared with Montreal.

From:	Montreal (rail) (miles)	Montreal (lakes) (miles)	Churchill (rail) (miles)
Regina.....	1,713	1,990	843
Saskatoon.....	1,828	2,105	814
Prince Albert.....	1,871	2,148	760
Moose Jaw.....	1,756	2,032	885
Winnipeg.....	1,357	1,633	977
Portage.....	1,412	1,689	932
Brandon.....	1,492	1,767	937
Calgary.....	2,220	2,497	1,214
Edmonton.....	2,147	2,424	1,137

The Hudson Bay Route Railway rates are now calculated on a mileage basis, so your savings from the inland point to tidewater at Churchill are very considerable, as the table shows.



# **LOWEST POSSIBLE FREIGHT RATES** *from* **CHURCHILL TO THE IMPORTER'S** **PLACE OF BUSINESS**

*-- Are Now Available!*

This is provided for under the latest mixing privileges which allow the carload rate to be applied on less than carload shipments.

It also allows the mixing of one classification of merchandise with other classifications.

---

Some Sales Management are hypnotized by the magic phrase "SERVICE THE ACCOUNT", and insist on the fastest form of delivery regardless of cost. One machinery manufacturer discovered 40% of all shipments were being made by fast premium-cost methods. It turned out that more than two thirds could have been made by slower and much less costly methods, without damaging customer relations in any way.

## **SO--**

ARRANGE TO ROUTE YOUR HEAVY IMPORTS,  
AND YOUR LESS URGENT SHIPMENTS VIA THE BAY ROUTE

**JULY, AUGUST, SEPTEMBER and OCTOBER**

and

**S A V E**

---

## **YOU WANT FAST SHIPMENTS**

THEN THE BAY ROUTE OFFERS YOU QUICK MOVEMENT  
FROM THE SHIP AT CHURCHILL ON TO THE PRAIRIES,  
ONLY 500 MILES FROM THE OCEAN.

*and you save*

## **BOTH TIME AND MONEY!**



TRANSPORTATION NEEDS AND TRANSPORTATION METHODS  
ARE CHANGING RAPIDLY.

HOW EFFECTIVE AND ECONOMICAL ARE YOUR PRESENT  
TRADE CHANNELS?

## *Have You Considered*

**1. How the Bay Route Can Serve You?**

**2. RAIL and ROAD Transport via the  
Bay Route?**

### *Here's How...*

Customs facilities exist at Churchill (complete if requested), at The Pas and inland points.

Clear goods at Churchill and move by the Bay Railway to a point where road and rail meet, say 20 miles N.E. of the Pas.

Transfer from rail to truck for dispersal of your goods to any part of the Canadian West.

---

Cars, imported from Britain or Europe, could come by rail to The Pas, clear customs there, transfer to road haulage vehicles, and be delivered to the dealers in cities, towns and villages across the Prairie provinces.

ROAD TRANSPORT OFFERS MORE PROMISE FOR

## **THE PORT OF CHURCHILL**

For many reasons a road to Churchill is becoming an urgent necessity. When constructed, it will allow movement of goods from ship directly to truck for transportation and distribution inland.

As many points are closer to Churchill than to the Head of the Lakes . . . and as the **BAY ROUTE eliminates 1,000 miles of the St. Lawrence Seaway** (which means the costs of transportation over 1,000 miles) **entirely** . . .

THE BAY ROUTE via CHURCHILL WITH RAIL AND ROAD TRANSPORTATION INTO THE INTERIOR CAN DO MORE FOR YOU THAN  
THE SEAWAY.



HERE IS THE EXPERIENCE OF ONE CANADIAN FIRM NOW MAKING  
CONSIDERABLE SAVINGS

## By Its Use of the Bay Route

"The OCEAN RATES to Churchill are IDENTICAL with those of the **Conference to Montreal**. On textiles the less-carload rate from Churchill to Regina is 384 cents per 100 lbs.

Generally, however, we manage to consolidate into a car and the car load is 269 cents per 100 lbs.

If we ship to Montreal we usually use a pool car again and the pool car rate is 443 cents per 100 lbs.

On China the less-carload rate from Churchill is 326 cents—carload rate 211 cents, and the pool car rate from Montreal 354 cents."

---

"Inland freight SAVINGS by Saskatchewan business firms ranged from 20% to 35% of the factory cost of goods imported from the United Kingdom over the Hudson Bay Route in the 1950 shipping season."

---

NOW, WITH EQUALIZED FREIGHT RATES IN EFFECT SINCE MARCH 1st, 1955, STREAM-LINED METHODS OF HANDLING AND LOWER INSURANCE RATES, THE SAVING IS EVEN MORE SIGNIFICANT.

---

Developments in the North will soon necessitate the construction of the C.N.R. from Gypsumville to Wekusko or Wabowden on the Bay Railway. This will mean a saving of 200 miles of the haul to WINNIPEG.

*then*

## The Savings Will Be Even Greater



# Table of Freight Rates Showing the Savings to be Made by Using Churchill as Against Montreal or Vancouver

TO:	FROM:	100	85	70	55	45	40	33	30	72
Rates in Cents Per Hundred Pounds.										
SASKATCHEWAN POINTS										
ESTEVA	Churchill.....	438	372	307	241	197	175	145	131	118
	Montreal.....	604	513	420	328	266	236	193	175	156
HUDSON BAY	Churchill.....	294	250	206	162	132	118	97	88	79
	Montreal.....	622	527	432	338	274	243	199	180	161
	Vancouver.....	546	464	382	300	246	218	180	164	147
LLOYDMINSTER	Churchill.....	429	365	300	236	193	172	142	129	116
	Montreal.....	726	616	505	395	321	285	233	211	189
	Vancouver.....	411	349	288	226	185	164	136	123	111
MELFORT	Churchill.....	330	281	231	182	149	132	109	99	89
	Montreal.....	656	557	457	357	291	257	211	190	170
	Vancouver.....	510	434	357	281	230	204	168	153	138
MELVILLE	Churchill.....	348	296	244	191	157	139	115	104	94
	Montreal.....	587	497	408	319	259	229	187	169	152
	Vancouver.....	537	456	376	295	242	215	177	161	145
MOOSE JAW	Churchill.....	402	342	281	221	181	161	133	121	109
	Montreal.....	639	542	444	348	282	250	205	185	165
	Vancouver.....	465	395	326	256	209	186	153	140	126
NORTH BATTLEFORD	Churchill.....	402	342	281	221	181	161	133	121	109
	Montreal.....	691	586	481	376	306	270	222	201	180
	Vancouver.....	447	380	313	246	201	179	148	134	121
PRINCE ALBERT	Churchill.....	357	303	250	196	161	143	118	107	96
	Montreal.....	674	571	469	366	298	264	216	195	175
	Vancouver.....	492	418	344	271	221	197	162	148	133
REGINA	Churchill.....	384	326	269	211	173	154	127	115	104
	Montreal.....	622	527	432	338	274	243	199	180	161
	Vancouver.....	474	403	332	261	213	190	156	142	128
ROSETOWN	Churchill.....	402	342	281	221	181	161	133	121	109
	Montreal.....	674	571	469	366	298	264	216	195	175
	Vancouver.....	456	388	319	251	205	182	150	137	123
SASKATOON	Churchill.....	375	319	263	206	169	150	124	113	101
	Montreal.....	656	557	457	357	291	257	211	190	170
	Vancouver.....	465	395	326	256	209	186	153	140	126
SWIFT CURRENT	Churchill.....	522	444	365	287	235	209	173	157	141
	Montreal.....	674	571	469	366	298	264	216	195	175
	Vancouver.....	420	357	294	231	189	168	139	126	113
WATROUS	Churchill.....	384	326	269	211	173	154	127	115	104
	Montreal.....	639	542	444	348	282	250	205	185	165
WEYBURN	Churchill.....	411	349	288	226	185	164	136	123	111
	Montreal.....	604	513	420	328	266	236	193	175	156
	Vancouver.....	492	418	344	271	221	197	162	148	133
YORKTON	Churchill.....	339	288	237	186	153	136	112	102	92
	Montreal.....	604	513	420	328	266	236	193	175	156
	Vancouver.....	546	464	382	300	246	218	180	164	147



TO:	FROM:	100	85	70	55	45	40	33	30	27
Rates in Cents Per Hundred Pounds.										

### MANITOBA POINTS

BRANDON	Churchill.....	420	357	294	231	189	168	139	126	113
	Montreal.....	535	453	372	290	236	209	170	154	137
	Vancouver.....	555	472	389	305	250	222	183	167	150
DAUPHIN	Churchill.....	339	288	237	186	153	136	112	102	92
	Montreal.....	552	468	383	299	243	215	176	159	142
	Vancouver.....	582	495	407	320	262	233	192	175	157
FLIN FLON	Churchill.....	303	258	212	167	136	121	100	91	82
	Montreal.....	691	586	481	376	306	270	222	201	180
GYPSUMVILLE	Churchill.....	492	418	344	271	221	197	162	148	133
	Montreal.....	543	460	377	294	239	211	173	156	140
	Vancouver.....	690	587	483	380	311	276	228	207	186
LYNN LAKE	Churchill.....	357	303	250	196	161	143	118	107	96
	Montreal.....	743	630	517	404	329	292	239	216	194
	Vancouver.....	672	571	470	370	302	269	222	202	181
SHERRIDON	Churchill.....	303	258	212	167	136	121	100	91	82
	Montreal.....	691	586	481	376	306	270	222	201	180
	Vancouver.....	609	518	426	335	274	244	201	183	164
SWAN RIVER	Churchill.....	330	281	231	182	149	132	109	99	89
	Montreal.....	587	497	408	319	259	229	187	169	152
	Vancouver.....	573	487	401	315	258	229	189	172	155
THE PAS	Churchill.....	267	227	187	147	120	107	88	80	72
	Montreal.....	656	557	457	357	291	257	211	190	170
	Vancouver.....	573	487	401	315	258	229	189	172	155
THICKET PORTAGE	Churchill.....	204	173	143	112	92	82	67	61	55
	Montreal.....	743	630	517	404	329	292	239	216	194
	Vancouver.....	654	556	458	360	294	262	216	196	177
WABOWDEN	Churchill.....	213	181	149	117	96	85	70	64	58
	Montreal.....	708	600	493	385	314	278	228	206	184
	Vancouver.....	636	541	445	350	286	254	210	191	172
WEKUSKO	Churchill.....	240	204	168	132	108	96	79	72	65
	Montreal.....	691	586	481	376	306	270	222	201	180
	Vancouver.....	609	518	426	335	274	244	201	183	164
WINNIPEG	Churchill.....	438	372	307	241	197	175	145	131	118
	Montreal.....	491	416	341	266	216	191	156	141	126

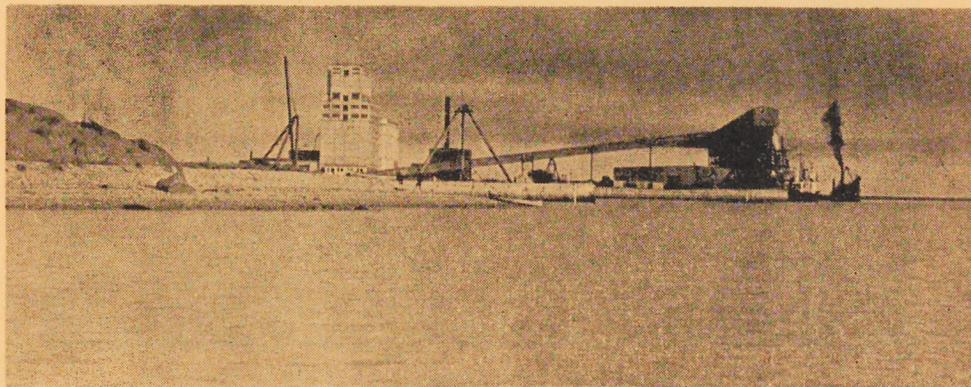
### ALBERTA POINTS

CALGARY	Churchill.....	519	441	363	285	234	208	171	156	140
	Montreal.....	791	672	551	432	351	311	255	231	207
	Vancouver.....	312	265	218	172	140	125	103	94	84
DRUMHELLER	Churchill.....	492	418	344	271	221	197	162	148	133
	Montreal.....	761	645	530	414	337	298	244	221	198
	Vancouver.....	348	296	244	191	157	139	115	104	94
EDMONTON	Churchill.....	492	418	344	271	221	197	162	148	133
	Montreal.....	776	658	541	423	344	305	250	226	203
	Vancouver.....	357	303	250	196	161	143	118	107	96
FORT SASKATCHEWAN	Churchill.....	483	411	338	266	217	193	159	145	130
	Montreal.....	776	658	541	423	344	305	250	226	203
	Vancouver.....	357	303	250	196	161	143	118	107	96
LETHBRIDGE	Churchill.....	615	523	430	338	277	246	203	185	167
	Montreal.....	761	645	530	414	337	298	244	221	198
	Vancouver.....	357	303	250	196	161	143	118	107	96



TO:	FROM:	100	85	70	55	45	40	33	30	27
<b>Rates in Cents Per Hundred Pounds.</b>										
MEDICINE HAT	Churchill.....	579	492	405	318	261	232	191	174	157
	Montreal.....	726	616	505	395	321	285	233	211	189
	Vancouver.....	375	319	263	206	169	150	124	113	101
PEACE RIVER	Churchill.....	609	518	426	335	274	244	201	183	164
	Montreal.....	869	737	605	474	386	342	280	254	228
	Vancouver.....	465	395	326	256	209	186	153	140	126
RED DEER	Churchill.....	519	441	363	285	234	208	171	156	140
	Montreal.....	791	672	551	432	351	311	255	231	207
	Vancouver.....	348	296	244	191	157	139	115	104	94
WATERWAYS	Churchill.....	600	510	420	330	270	240	198	180	162
	Montreal.....	869	737	605	474	386	342	280	254	228
	Vancouver.....	465	395	326	256	209	186	153	140	126
<b>BRITISH COLUMBIA POINTS</b>										
DAWSON CREEK	Churchill.....	672	571	470	370	302	269	222	202	181
	Montreal.....	915	776	638	499	406	360	295	267	240
	Vancouver.....	528	449	370	290	238	211	174	158	143
PRINCE GEORGE	Churchill.....	672	571	470	370	302	269	222	202	181
	Montreal.....	915	776	638	499	406	360	295	267	240
	Vancouver.....	249	212	174	137	112	100	82	75	67
TRAIL	Churchill.....	750	638	525	412	338	300	248	225	203
	Montreal.....	884	750	616	482	393	348	286	259	232
	Vancouver.....	258	219	181	142	116	103	85	77	70
VANCOUVER	Churchill.....	762	648	533	419	343	305	251	229	206
	Montreal.....	973	825	679	531	432	383	315	285	256
	Vancouver.....	—	—	—	—	—	—	—	—	—
VERNON	Churchill.....	708	602	496	389	319	283	234	212	191
	Montreal.....	900	763	626	490	400	354	291	264	236
	Vancouver.....	195	166	137	107	88	78	64	59	53
VICTORIA	Churchill.....	780	663	546	429	351	312	257	234	211
	Montreal.....	1000	848	697	545	445	394	323	294	263
	Vancouver.....	90	77	63	50	41	36	30	27	24

**FREIGHT TRAFFIC DEPARTMENT  
WINNIPEG, MAN.  
October 27th 1955**



Loading Grain at Churchill





Unloading British Cement at Churchill



# *Now--*WHAT YOU WANT TO KNOW

## 1. The Service Offered into Churchill

The R. S. Dalgliesh Co. Ltd., Watergate Building, Newcastle-on-Tyne, England, (Agents, Montreal Shipping Co.) have been loading cargo for Churchill since 1932, and are fully experienced in rendering service over this Route.

Mr. S. S. W. (Peter) Dalgliesh visits Canada each spring and is only too happy to discuss with importers how he can render them service via the Bay Route.

Loadings are made at Newcastle and other ports as cargo offers about July 11th, and in early September. The ship can lift up to 50 tons. Rates are the same as into Montreal.

Manchester Liners Ltd., Manchester House, St. Anne's Sq., Manchester (Agents, Furness Withy and Co. Ltd., Furness House, St. Sacrament Street, Montreal), in 1955 commenced service into Hudson Bay. Operating a cargo-liner, equipped with refrigeration space, and loading on regular schedule, from Manchester in the heart of industrial England, this service should be particularly attractive to users of the Route.

With the season now open until October 20th, it is hoped that these companies will offer a third loading of their ships per season. This is now quite feasible, and would offer importers three regular loadings per season.

In 1955, the "La Hacienda" arrived at Churchill on October 5th, on her **third** round trip of the season—**fifteen days before the closing of insurance, October 20th.**

However, if the cargo offers, ships will be there to move it.

## 2. Rates

CONFERENCE RATES, THE SAME AS TO MONTREAL APPLY TO CHURCHILL.

---

**PASSENGER SERVICE** — is offered by Associate members of Conference.

**Manchester Liners** offer First Class accommodation for 12.

**Irish Shipping** offer space for 4 to 12 passengers.

Non-Conference space can also be obtained.

---

SHIPPING AGENCIES REPRESENTED AT CHURCHILL DURING the 1954 and 1955 seasons:

**Furness, Withy Co. Ltd.,**

Board of Trade Building, Montreal, P.Q.

**Montreal Shipping Co. Ltd.,**

Coristine Building, Montreal, P.Q.

**March Shipping Co. Ltd.,**

400 Craig St. West, Montreal, P.Q.

**Shipping Limited,**

410 St. Nicholas Street, Montreal, P.Q.

**Quebec Steamship Lines, Ltd.,**

410 St. Nicholas Street, Montreal, P.Q.

**Rohner-Gehrig Ltd.,**

637 Craig Street, West, Montreal, P.Q.

**Johnson and Dever**

Board of Trade Building, Montreal, P.Q.



### 3. Length of Season

**JULY 23rd to OCTOBER 20th**

It is now felt that the aerial ice patrol will permit an earlier opening of navigation and that the season will eventually be extended to October 31st.

Representations are now being made to this effect.

### 4. Facilities at Churchill

1. A Safe Modern Port.
2. Dock of 1855 feet, capable of extension to berth 20 ships.
3. **Berths**—3 Open, 1 Shedd.
4. Transit Shed Floor Area of 82,000 sq. ft. with ample room for enlargement as traffic requires.
5. Terminal Railway with six miles of track serving all berths. Trackage in transit shed. Dock track allows direct transfer from ship to railway cars or trucks.
6. **Lifts**—Shear Legs, 35 tons. Locomotive Crane, 15 tons. Floating Crane, 10 tons.

Representation is being made to the proper authorities for the installation of equipment capable of a lift of at least 75 tons for the 1956 season.

At present ships unload using their own gear.

The S.S. "Warkworth" of the Dalgliesh Lines carries heavy lift equipment of 50 tons capacity, and has successfully raised many pieces of heavy cargo from the hold on to railway flat cars.

In July, 1954, this ship's crane lifted an electric generator weighing 48 ton, 10 cwt.

### 7. Modern Fast Equipment for handling Cargo.

In 1955 the "Warkworth" passed Cape Chidley, July 23rd, unloaded over 2,500 tons of mixed cargo, refitted, and sailed on August 1st with a full cargo of grain.

On September 20th, 1955, the "Pindar" arrived at the Port of Churchill in the morning, and sailed again the **same night**, after having loaded 371,466 bushels of grain.

---

A full ship-chandling service is offered at Churchill by

**MARTIN AND SIGURDSON**

**Ship Chandlers**

**Churchill, Manitoba**

Mr. F. O. Martin meets all ships to take their orders. In addition, orders could be wirelessly in several days prior to the ship's arrival.



## 5. Stevedores

The following stevedore companies service the Port of Churchill. Fully experienced men and the most modern equipment and methods are employed.

Wolfe Stevedore, Ltd.,  
Board of Trade Building,  
Montreal, P.Q.

Brown and Ryan Stevedores,  
300 St. Sacrament Street,  
Montreal, P.Q.

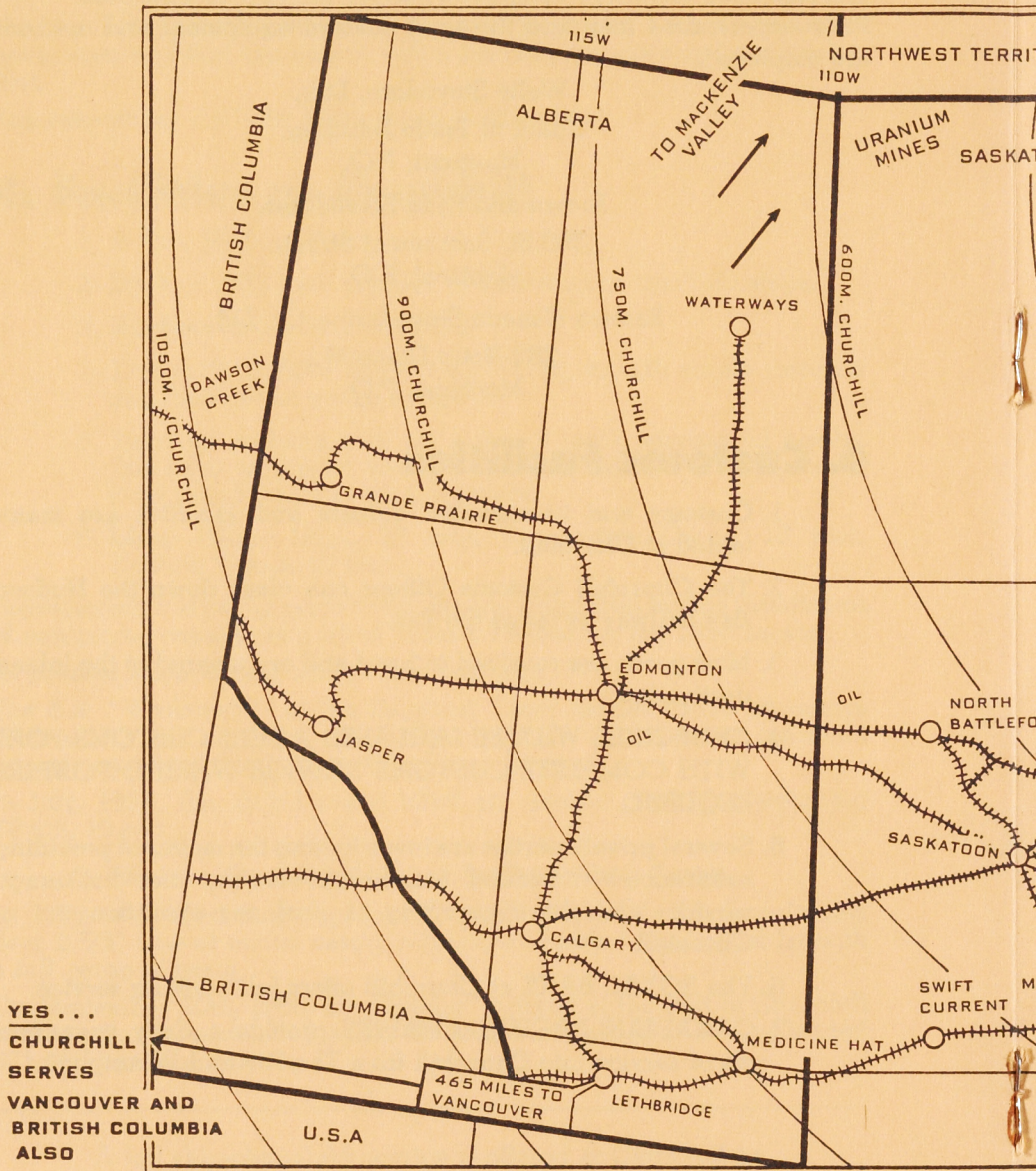
Eastern Canada Stevedoring Co. Ltd.,  
282 Notre Dame W.,  
Montreal, P.Q.

## 6. Customs Facilities

1. Customs and immigration officers and facilities are maintained at Churchill.
2. The Churchill Customs Officer can clear down the Hudson Bay Railway as far as the Pas.
3. Most goods are received in bond and are cleared at the inland destination.
4. CHURCHILL WILL BE DECLARED A FULL CUSTOMS PORT WITH COMPLETE CUSTOMS SERVICE WHEN IMPORTERS REQUEST.
5. Several private parties are investigating the matter of providing sufferance — bonded warehouse service, and brokerage service, and the supervising of pool car operation out of Churchill.
6. The ROYAL BANK at Churchill offers full banking service.
7. CANADIAN PACIFIC AIRLINES provide a daily passenger plane service into Churchill from The Pas and Winnipeg.

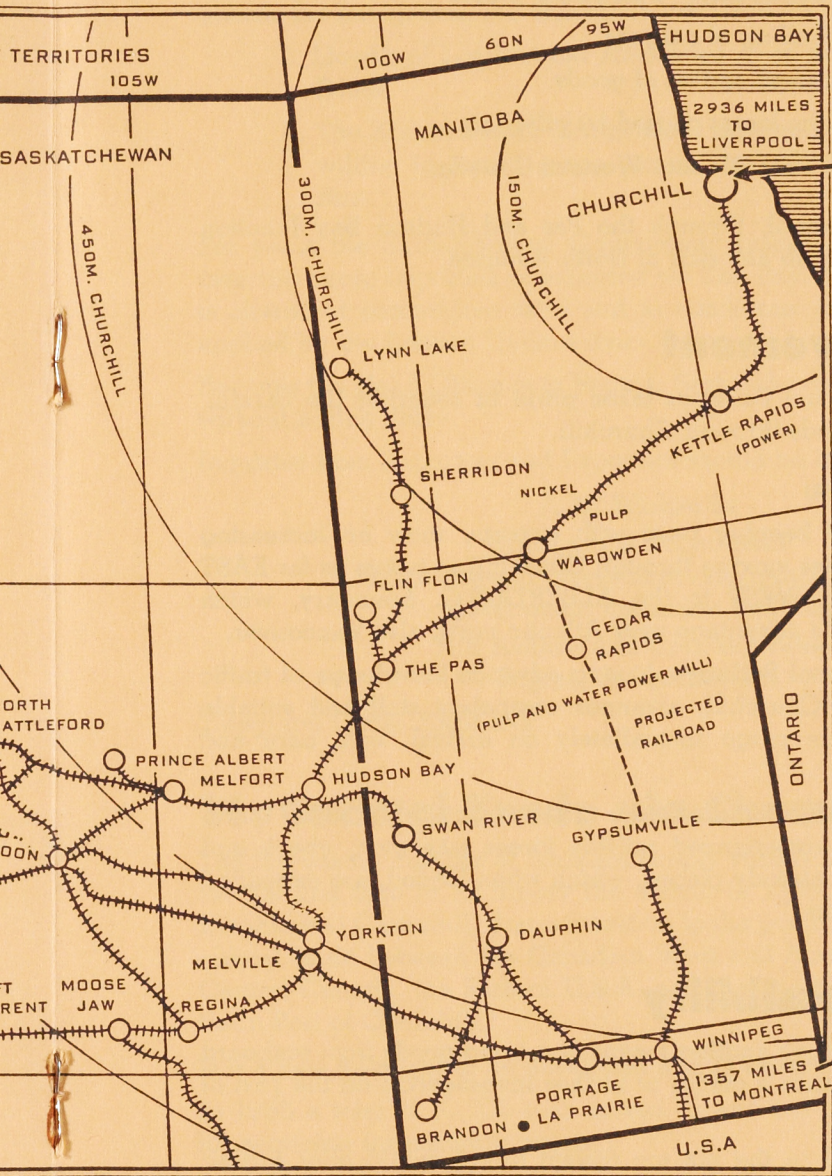


# DISTANCES FROM THE PRAIRIE





PRAIRIE PORT OF CHURCHILL



**CHURCHILL, MAN.**  
**THE ATLANTIC PORT**  
**OF THE PRAIRIES**

**IT'S A**  
**LONG WAY TO**  
**MONTREAL**  
**1357 MILES**  
**FROM WINNIPEG**

BOUNDARIES R.G.P.

CREDIT R. S. DALGLIESH CO. LTD.



## 7. Handling

### **CHURCHILL IS BECOMING FAMOUS FOR:**

1. Its quick handling of cargoes.
2. Intact, unbroken arrival of goods.
3. Freedom from losses caused by pilfering.
4. RAPID MOVEMENT into Western Canada.

**REMEMBER** Churchill, through the Pas and Hudson Bay Junction has rail connection with any part of North America.

## 8. Rail Movement

The Canadian National Railways takes pride in securing the careful, fast movement of goods through Churchill.

### **The C.N.R. reports:**

"Imports, while not keeping pace with exports, show an increasing variety of commodities moving through Churchill to points as far EAST as WINNIPEG, and WEST to the ALBERTA-B.C. boundary, which territory enjoys a rate advantage over Atlantic ports, also Vancouver.

The Canadian National Railways, having advance knowledge of traffic moving in through Churchill, arranges competent staff and suitable equipment to handle cargo immediately on arrival, with care and despatch.

Stevedores place cargo on shed floor of the National Harbours Warehouse, after which, experienced railway forces take over, check and stow in railway cars already placed, which when loaded, are expedited to various destinations."

## 9. Road Possibility

Rail and road may prove another means of moving goods from seaboard inland, and could prove a matter of further investigation on the part of importers.

A road to Churchill in the not too distant future would offer further savings for the BAY ROUTE.



## **10. Insurance**

Owing to the increased use of the Port of Churchill and added safeguards for navigation, the insurance rates are steadily being reduced.

1. Lloyd's of London and Associates write insurance for the Bay Route.
2. The Saskatchewan Government Insurance Office is ready and willing to insure cargo coming in and going out of Hudson Bay.

For years the Saskatchewan Government Insurance Office has been insuring cargo imported or exported via The Bay. This cargo insurance is offered at competitive rates and at conditions which are now being applied by the London Underwriters.

Because the Head Office is in Regina, Saskatchewan, claims are settled without undue delay.

Inquiries from Importers and Exporters should be directed to:

**J. N. Richards**

Reinsurance Department  
Saskatchewan Government Insurance Office  
Government Insurance Building  
11th Avenue and Cornwall Street  
Regina, Saskatchewan.

Telegraph Code: SASKINS.

## **11. Coastal Trade via Churchill**

The increasing number of northern supply vessels using Churchill, and for the first time in its history the arrival in 1955 of two Great Lakes freighters at Churchill, draws attention to the possibilities of developing coastal trade between the Canadian West and North, and Eastern and Central Canada, the Eastern U.S.A. and the West Indies, via the Northern Port of Churchill.

It is a new field, yet to be developed and is worthy of investigation.

In 1955 a total of 10,000 tons moved in and out of Churchill, mainly for servicing far northern points.

Recent changes in the Federal Assistance Act have added Churchill to the list of authorized shipping points. The change would indicate that the shipment of feed grains through Churchill is being encouraged by federal authorities. In 1955, 2200 tons of feed oats and mixed screenings were shipped through Churchill moving in the first lake freighter to dock at the Port.



**ADVICE TO SHIPPERS FROM MR. GEORGE VOSS OF THE  
MONTREAL SHIPPING COMPANY, AGENTS FOR R. S.  
DALGLIESH CO. LTD., GIVEN TO THE 1954 H.B.R.A. CON-  
VENTION, MOOSE JAW, SASKATCHEWAN.**

"The inward general cargo has improved considerably, but it could be improved still more, and one good way to help this is that if importers in the West would, when they place their orders with U. K. manufacturers, exporters and/or shippers, advise Mr. Dalgliesh's Newcastle office **at the same time**, and also give his office the following information:

- (a) TYPE OF ORDER PLACED.
- (b) DATE WHEN PLACED
- (c) ESTIMATED WEIGHT AND CUBIC MEASURE OF THE SHIPMENT.
- (d) HOW PACKED.
- (e) NAME AND LOCATION OF SUCH MANUFACTURERS.

As you know, quite often these manufacturers are working on several orders for other destinations at the same time, and it is sometimes possible, though certainly not done with any intention, that shippers could possibly miss the scheduled Churchill sailing or sailings in their rush. Therefore, if Messrs. Dalgliesh had some good advance information as outlined to you a few moments ago, they or their representatives would be in a position to contact your various shippers, and keep them advised as to when your goods should be made available for shipment and this would probably save some of your consignments of freight from being shut out of the direct Churchill sailings.

As you already know, Montreal Shipping Company are Canadian Agents for Messrs. Dalgliesh and we are only too happy to assist you at all times as to information on sailings and rates, etc., or on any other Churchill enquiry you may have relative to this particular service. All that is necessary for you to do is write us at Montreal addressing your inquiry for the attention of our Inward Freight Dept., and they will be in touch with you promptly."

---

Mr. V. S. Northrup, Freight Traffic Manager, Furness Withy Co., St. Sacramento St., Montreal, P.Q., will be glad to assist any who wish to avail themselves of the service offered by Manchester Liners or by Furness Withy and its associate companies.



Companies, experienced in the Churchill Trade, stand ready to serve

**YOU**

*For Instance...*

**Arbuckle Smith and Co.(Canada) Ltd.,** state

"The Canadian Government have provided facilities at Churchill for the handling of Inbound Package Freight, as well as for the Export of our Grain.

The Arbuckle Smith and Co. Ltd., Head Office Glasgow, Branch Office, 356 Main Street, Winnipeg, have during the past few years, used this gateway with considerable success and saving in freight charges. In addition to carload freight, we have been assembling Less-than-Carload lots, into pool cars giving the Exporter in Great Britain, and the Importer in the West, the advantage of carload rates from Churchill into such points as Winnipeg, Saskatoon and Regina, which, with increase in tonnage, could be extended to Calgary and Edmonton. Shipments for places outside these centres can be included in such pool cars, and reshipped to destination with some saving in freight charges.

In the assembly of Pool Cars we have to meet the Railway-set carload minimums, so that it is essential we secure the necessary tonnage. We have received fine support from importers in our efforts to consolidate the Less-than-Carload Lots, but we would like to suggest that our Winnipeg office be advised of orders placed so that we can contact Suppliers overseas to arrange goods be delivered to the Port.

We are pleased at all times to advise Importers of rates and of the best method of handling."



Excavators for Edmonton Imported in 1955 Season



# **Two-Way Trade Is Essential**

**BETWEEN CANADA AND EUROPE**

and

## **THE HUDSON BAY ROUTE**

**Is Ready and Equipped to Serve**



### *Why?*

Because grain shipments via Churchill save from 15 to 25 cents a bushel over the cheapest alternative routes. This saving is enjoyed by both BUYER and SELLER.

### *Thus...*

Churchill shipments sell grain for Canada in a difficult and slow world market.

## **IN RETURN**

**THE BAY ROUTE** enables overseas goods to be laid down in the four Western Provinces at competitive prices.

### *So*

**USE OF THE HUDSON BAY ROUTE** permits dollars to be earned which are then used to purchase Canadian products.



# IMPORTS AND EXPORTS

## THROUGH CHURCHILL

SINCE THE RE-OPENING AFTER WORLD WAR II.

Year	Exports	Imports
1946	3,000,000 bushels wheat 1,000,000 ft. lumber 2,000 tons flour	40 tons
1947	5,000,000 bushels wheat 5,000,000 bd. ft. lumber	450 tons
1948	5,314,342 bushels wheat	1,200 tons
1949	Insurance reduced 25% 5,550,000 bushels wheat	2,500 tons
1950	Season lengthened by ten days Insurance rates reduced by 33% 6,700,500 bushels wheat	3,000 tons
1951	Season now opened July 23rd 7,278,433 bushels wheat	7,500 tons
1952	8,500,000 bushels of wheat	13,000 tons
1953	10,784,445 bushels wheat	2,972 tons
1954	12,484,893 bushels wheat	4,275 tons
1955	Aerial Patrol Ice Survey 13,007,845 bushels wheat 2,987 long tons of flour	3,745 tons



# THERE ARE SALES FOR YOU

## *In This Expanding Market*

**WESTERN CANADA** has

- a rapidly growing, diversified economy.
- new mineral finds, new oil and gas discoveries.
- new industries.
- an attractive market provided by a population of nearly 4,000,000 people enjoying a high standard of living.

## *Look--*

RETAIL SALES IN WESTERN CANADA IN 1951 WERE

**\$2,248,638,600**

This works out as a per capita in the West of.....\$828.00

as compared to a national per capita of.....\$761.00

---

### 1952—**PRODUCTION FIGURES:**

MANITOBA..... 581 millions

SASKATCHEWAN..... 968 millions

ALBERTA.....1,061 millions

### 1953—**DIRECT IMPORT CLEARANCES THROUGH WESTERN CUSTOMS PORTS:**

MANITOBA.....\$143,678,797

SASKATCHEWAN..... 96,847,644

ALBERTA..... 192,024,745

**PERSONAL INCOME OVER 3.5 BILLIONS**

---

WHY NOT INCREASE YOUR SHARE IN THIS MARKET  
BY USING

**THE HUDSON BAY ROUTE?**



*And Finally . . .*

## **a Suggestion!**

---

### **MAKE A SALES DISPLAY TELL THE PUBLIC ADVERTISE**

1. That the goods you are offering were imported via  
Western Canada's own Gateway,  
**CHURCHILL and the HUDSON BAY ROUTE**
  
2. That the Customer **SAVES** by purchasing these  
goods imported via the Bay Route  
  
and
  
3. That the purchase of such goods will help sell  
our Grain,  
  
and so
  
4. **WE ARE PRACTISING THE SLOGAN—**

*Buy from Those  
Who Buy from Us*



## A SELECTION OF GOODS IMPORTED THROUGH CHURCHILL RECENTLY

---

Goods	Destination
Window Glass.....	North Battleford, Regina, Saskatoon, Shaunavon. (Ex. Antwerp, Tyne, Manchester)
Liquor and Beer.....	Regina and Winnipeg.
Cars and Tractors.....	Flin Flon, Prince Albert, Regina, Saskatoon, Edmonton, Winnipeg, other points.
Curling Stones.....	Regina, Saskatoon, Flin Flon, etc.
Machinery.....	Churchill, Saskatoon, Vancouver, Lynn Lake, Drumheller Calgary, Weyburn, Lethbridge.
M/c and Bicycles.....	Calgary, Edmonton, Saskatoon, Winnipeg.
Window Frames.....	Saskatoon.
Filing Cabinets and Safes.....	Regina, Edmonton, Calgary, Winnipeg.
Chinaware.....	Saskatoon, Regina, Winnipeg
Earthenware, Tiles.....	Regina, Saskatoon, Edmonton, Winnipeg.
Telephone Apparatus.....	Edmonton, Regina, Tisdale, Winnipeg.
Confectionery.....	Regina, Saskatoon, Winnipeg.
Plasticine.....	Regina, Saskatoon, Winnipeg.
Textiles.....	Brandon, Calgary, Dauphin, Edmonton, Lethbridge, Medicine Hat, Prince Albert, Red Deer, Regina, Saskatoon, etc.
Linoleum.....	Regina.
Carpets.....	Edmonton, Regina.
Toys.....	Calgary, Edmonton, Medicine Hat, Regina, Saskatoon.
Steel Castings.....	Flin Flon, Lynn Lake.
Pipes, Tubing, Valves.....	Edmonton, Fosterton, Saskatoon, Stettler.
Izal Disinfectant.....	Prince Albert, Regina.
Holloware.....	Regina.
Biscuits.....	Calgary, Flin Flon, Red Deer, Regina, Saskatoon, Shaunavon etc.
Spectacle Cases.....	Moose Jaw, Prince Albert, Regina, Saskatoon, Vancouver.
Barbed Wire(Antwerp).....	Regina.
Bone Meal.....	Winnipeg.
Other goods listed recently were, steel bars and rolls, coterro lath, tubular poles and fittings, couplings and parts, automobile parts, excavators and parts, oil stove spares, generators, cement, and a considerable variety of miscellaneous articles.	

### NOTE

1. The variety of goods being imported through Churchill, a variety which can be greatly extended.
2. The communities into which goods were delivered from **Winnipeg** on the east, right through to Vernon and **Vancouver, B.C.** on the West.



## INQUIRIES CONCERNING SHIPMENTS THROUGH CHURCHILL — OF POTENTIAL MARKETS VIA THE HUDSON BAY ROUTE

May be Directed to:

R. S. DALGLEISH CO., LTD., Watergate Buildings, Newcastle, England.  
MONTREAL SHIPPING COMPANY, Coristine Building, Montreal, P.Q.  
MANCHESTER LINERS LTD., St. Anne's Square, Manchester, England.  
FURNESS WITHY AND COMPANY, St. Sacrament Street, Montreal, P.Q.  
THE ARBUCKLE SMITH AND COMPANY, Glasgow, Scotland.  
MR. F. H. HANCOCK, Western Representative, Arbuckle Smith and Co. (Canada),  
356 Main Street, Winnipeg, Manitoba.  
MR. M. CHRISTIE, Western Representative, Thomas Meadows and Co. Ltd., 58 Victoria  
St., Winnipeg, Man.  
MR. R. P. BOWER, Commercial Counsellor, Office of the High Commissioner for Canada,  
Canada House, London, S.W.1.

### MANITOBA REPRESENTATIVES

**Overseas**—MR. R. M. ARMSTRONG, Agent General, Manitoba Department of Industry  
and Commerce, 8 Spring Gardens, London, S.W.1, England.  
**Winnipeg**—MR. R. E. GROSE, Deputy Minister or MR. H. A. LUCKHURST, Director,  
Department of Industry and Commerce, Winnipeg, Manitoba.  
MR. D. A. GILBERT, President, Retail Merchants Assoc., Winnipeg.  
**United States**—MR. THOMAS W. HILL, President, Canadian and General Develop-  
ment Corporation, Representative of the Manitoba Government Department of  
Industry and Commerce, 608 Fifth Avenue, New York City 20, New York, U.S.A.

### SASKATCHEWAN REPRESENTATIVES

**Overseas**—MR. GRAHAM SPRY, Agent General for Saskatchewan in the United  
Kingdom and Europe, Saskatchewan House, 28 Chester Street, London, S.W.1,  
Eng.  
**Regina**—MR. W. J. HANSEN, Trade Services Director, Legislative Buildings, Regina,  
Sask.  
**Regina**—MR. E. J. JONES, Freight Rate Officer, Department of Municipal Affairs,  
Regina, Sask.  
**Regina**—MR. H. D. BLACK, Industrial Development Branch, Regina, Sask.

### ALBERTA REPRESENTATIVES

**Overseas**—MR. R. A. McMULLEN, Agent General, Government of the Province of  
Alberta, Alberta House, 37 Hill St., London, W.1, England.  
**Edmonton**—MR. E. R. HUGHES, Manager, Alberta Freight Bureau, Room 110, Natural  
Resources Building, Edmonton, Alberta.  
For information on freight rates.  
**Edmonton**—MR. RICHARD MARTLAND, Director, Industrial Development and Econ-  
omic Research, Department of Economic Affairs, Legislative Building, Edmonton,  
Alberta.  
**Edmonton**—MR. J. W. TELFORD, Alberta Freight Bureau, 203 Alberta Jasper Building,  
Edmonton, Alta.

### BRITISH COLUMBIA REPRESENTATIVES

**Overseas**—Mr. W. A. McADAM, Agent General for British Columbia, British Columbia  
House, 1 Regent Street, London, S.W.1, England.  
**Overseas**—Mr. H. F. E. SMITH, Industrial and Trade Representative, British Columbia  
House, 1 Regent Street, London, S.W.1, England.  
**Victoria**—Mr. T. L. STURGESS, Deputy Minister, Department of Trade and Industry,  
Victoria, B.C.



## CANADIAN NATIONAL RAILWAYS AT WINNIPEG

Mr. L. A. FONGER, C.N.R. Freight Traffic Manager.  
Mr. H. S. GRANGER, C.N.R. Assistant Freight Traffic Manager.  
Mr. F. N. McKENZIE, C.N.R. Passenger Traffic Manager.  
Mr. J. S. STEPHEN, C.N.R. General Passenger Agent.

## AT OTTAWA

Dept. of Trade and Commerce

National Harbours Board

## THE CANADIAN NATIONAL RAILWAYS OVERSEAS

Freight and Passenger Officers at:

17-19 Cockspur St., London, S.W.1, England.  
9 Bothwell Street, Glasgow, C2, Scotland.  
Cunard Building, Water Street, Liverpool, England.  
9 Koolkaai (9 Quai aux Charbons), Antwerp, Belgium.  
1 Rue Scribe, Paris, France.

## THE HUDSON BAY ROUTE ASSOCIATION

Mr. R. H. MacNEILL, Executive Director, H.B.R.A., Sherridon, Manitoba, and  
THE SECRETARY-TREASURER, The Hudson Bay Route Association, 921 Avenue F,  
North, Saskatoon, Saskatchewan.

Further particulars regarding other rates, classifications, etc., could be secured by applying to any of the following: the Canadian National Railways, Government offices, Arbuckle Smith Co. Ltd., or Thomas Meadows Ltd., Winnipeg, and R. H. MacNeill, Director of Hudson Bay Route Association, Sherridon, Man.

Issued by authority of the Executive  
of

The Hudson Bay Route Association

Walter Streeton, Plunkett, Sask., President

J. S. Woodward, Saskatoon, Sask., Vice-President

Frank Eliason, 921 Ave. F, N., Saskatoon, Sask., Secretary.

## 1955 SHIPPING SEASON

1955

38 Overseas Ships

### Exports

13,077,845 bushels of wheat  
2,987 long tons of flour

### Imports

3,745 long tons of general cargo

1955 **Coastal trade** carried by coastal vessels, supply ships and two Great Lake vessels.

### In Churchill

3,300 tons of general cargo

### Ex Churchill

7,065 tons of cargo including  
2,200 tons of Feed Oats and No.  
1 Mixed Screenings.



# IMPORTS PAY FOR EXPORTS

and

## WESTERN CANADA MUST EXPORT TO LIVE

---

In 1952 Western Canada exported:

To the United Kingdom and 9 Commonwealth Countries.

Wheat.....\$246,195,108

Flour..... 59,270,025

To 41 Non-Commonwealth Countries.

Wheat.....\$375,097,294

Flour..... 56,784,025

CANADA SHOULD PURCHASE GOODS VALUED AT \$305,000,000  
TO BALANCE BI-LATERAL TRADE

---

OVER THE PAST FIVE YEARS **EXPORTS** FROM **CANADA** TO  
THE UNITED KINGDOM **EXCEEDED IMPORTS** FROM THE UNITED  
KINGDOM BY **ONE and ONE QUARTER BILLION DOLLARS.**

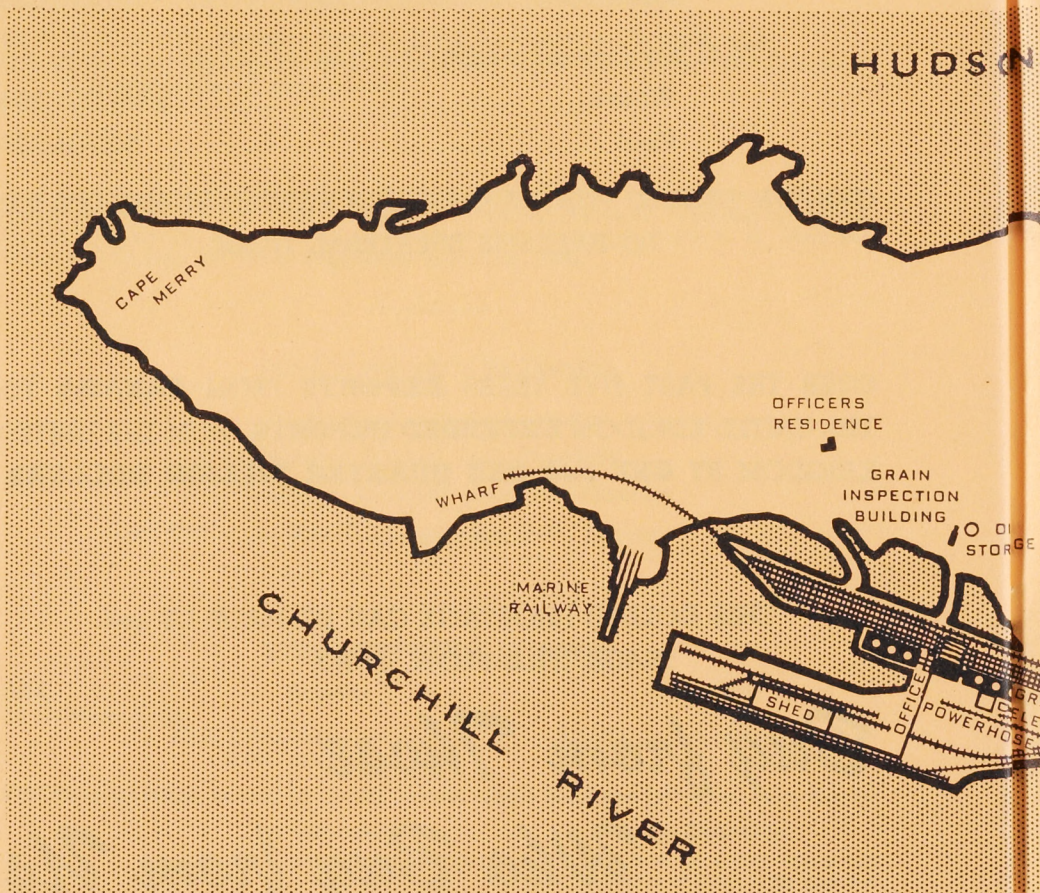
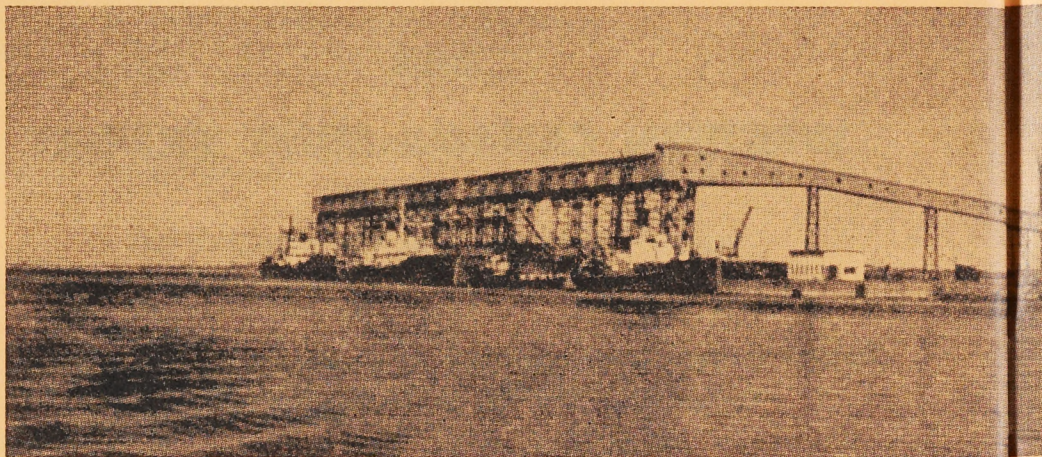
---

THIS DOLLAR SHORTAGE CAN BE MADE UP and  
TRADE WILL FLOW IF WE

*Buy from Those  
Who Buy from Us*

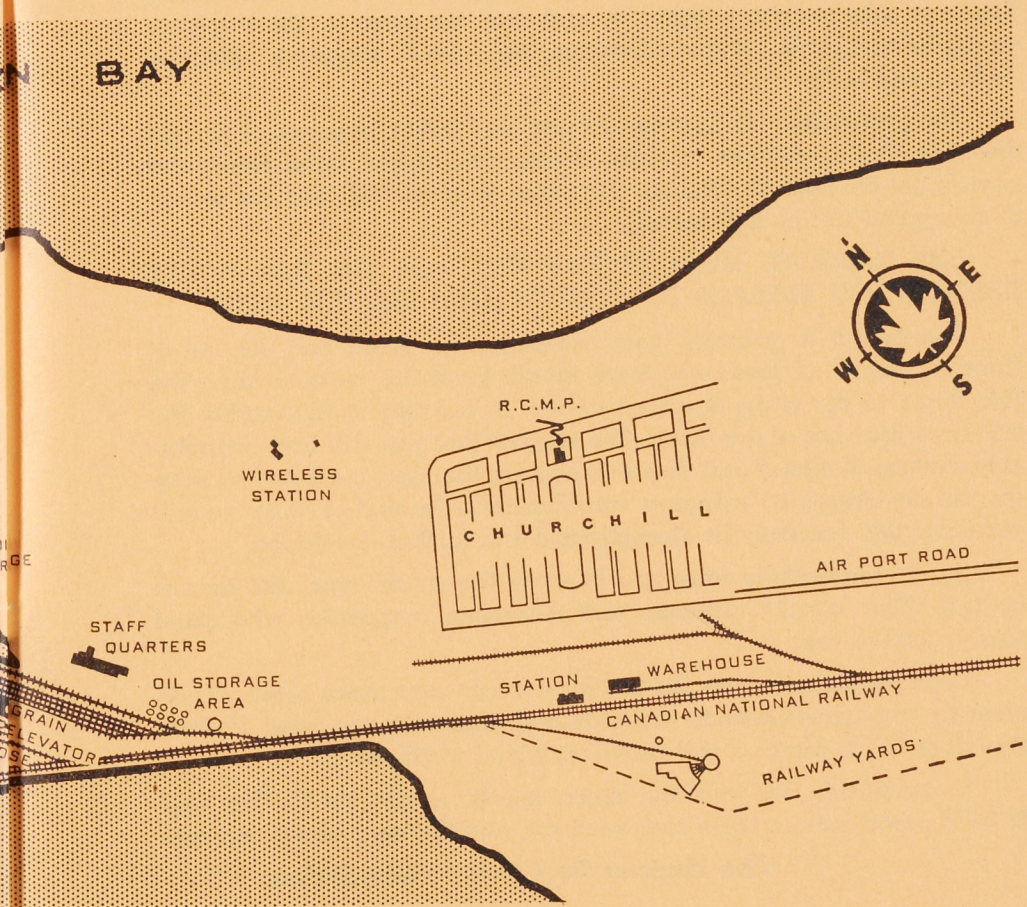
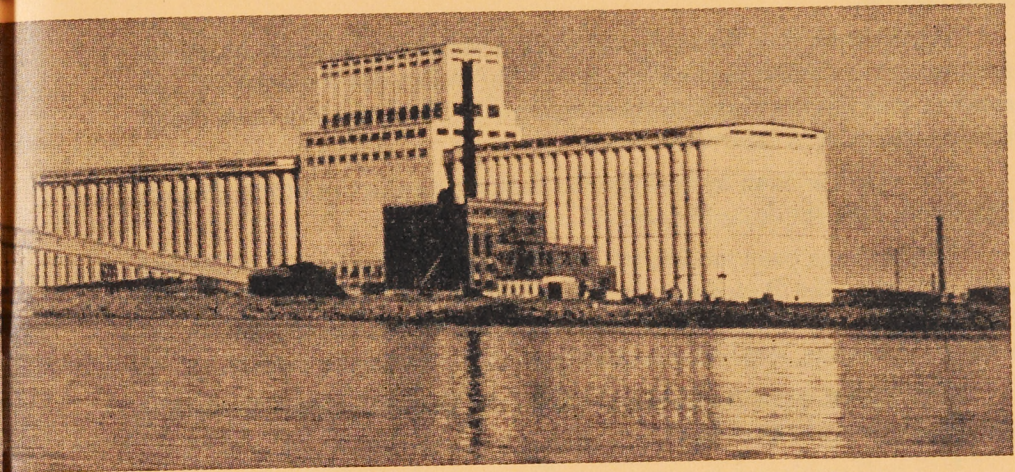


# CHURCHILL GRAIN TERMINAL





# MINAL AND HARBOUR





## THE HUDSON BAY ROUTE ASSOCIATION

Dear Reader,

The Hudson Bay Route Association, a voluntary citizens' organization which in 1944 succeeded the "On-To-The-Bay-Association", is sending you this booklet with its compliments. We hope you have found the reading of it of interest to you.

Our aim has been to work for the fullest possible use of the Hudson Bay Route over the longest possible season.

Progress has been made until now we feel that further development of traffic over the Bay Route lies squarely in the hands of WESTERN businessmen, retailers, wholesalers, distributors, managers, Co-op directors, importers, exporters and government purchasing agents.

This **Third** great commercial route into Canada—into the heart of the West—is a physical fact.

It is well equipped to serve you. The route through the Straits and Bay is as safe as human ingenuity and skill can make it. The ships are equipped with radar, gyro compasses, echo depth sounders, direction finders, and radio.

The government of Canada has provided lights, beacons, radio and direction finding stations, modern charts, ice-breaker patrol ships, and now Aerial Ice Reconnaissance. Insurance rates will fall and the season of navigation will be lengthened.

**BUT CARGOES MUST BE PROVIDED, and THE BAY ROUTE ASSOCIATION APPEALS TO YOU TO HELP PROVIDE THEM.**

You owe it to yourself, your company, the West, and yes, all of Canada, and to all those who have fought for many years to bring the Bay Route to the status it enjoys to-day, to investigate thoroughly the matter of your use of the Route. We suggest that you will find considerable savings of money and time can accrue, that new markets and sales can be developed by shipping via Churchill. As that is done, so will our Canadian economy be strengthened and further developed.

So we respectfully urge you to study the matter now, and then to contact those agents, shippers and steamship companies who stand ready to serve you.

Granted shipping via the northern route may mean some adjustment in your present trade methods and channels, but what forward step doesn't? In return it will prove very well worth while.

In conclusion, we wish you many, regular shipments Via The BAY ROUTE, good luck in these new ventures, and the very best of success.

**The Hudson Bay Route Association**







# To EXPORT

# *we must* IMPORT

